

ACTION

Action brings you adrenaline pumping entertainment. Our lethal combination of smash hit movies with spies, tough guys and adventurers PLUS exclusive reality series that catch outrageous moments of cops, cons and the world's dumbest will get your pulse racing.

new series

Hardcore Pawn: Chicago Mondays

Welcome to Chicago's most outrageous family-owned pawn shop. Run by brothers Randy and Wayne, the odd couple is constantly at war with one another, their kids and their customers. From bankers to gang bangers, you never know whether a fight or a fortune will come through the door. This is a family business where the tempers run high, but money can pile higher.

Killer Karaoke Tuesdays

Hosted by *Jackass* star Steve-O, the new twisted competition show, *Killer Karaoke*, forces contestants to sing popular songs while facing extreme and sometimes skin-crawling situations.

Caught Red Handed Wednesdays

When big stores have severe shoplifting problems, a specialist team of undercover Loss Prevention Agents is sent in to investigate and find solutions to outwit the boldest and most cunning shoplifters. The series follows one such team engaged in tense games of cat and mouse as they battle brazen thieves determined to outsmart store security.

Container Wars Mondays

Unlike any other auction show of its kind, *Containers Wars* takes auctions to an all-new level with big money, high stakes, and giant egos. Watch as buyers outbid each other for large containers housing mysterious items from around the world.

Swamp Hunters Mondays

D'Roy and Dustin Taylor are the relic hunters in Louisiana's huge Honey Island Swamp. The father-and-son duo search for lost treasures left behind by pirates, outlaws, gangsters, and militiamen to cash in for pure gold.

Killer Karaoke



new seasons

Hardcore Pawn Mondays

Hardcore Pawn follows Les Gold and his two business savvy children, Seth and Ashley, as he deals with the intense reality of running the biggest pawn shop in the heart of 8 Mile Road, where both he and his customers are masters at hustling.

Vegas Strip Tuesdays

This action-packed drama puts viewers up close and personal with the officers of the Las Vegas Metropolitan Police Department, giving you a never-before-seen look at the wildest street in the world. When you mix cops, party animals and a packed, sizzling Las Vegas Boulevard, the results are always explosive.

Impractical Jokers Wednesdays

This hilarious series features four friends competing in the most unbelievably awkward social experiments ever recorded by hidden cameras. From eating food off someone else's plate at a high-end restaurant to creating the worst possible first impression at a speed dating event, the contestant who loses must endure one final embarrassing challenge where no humiliation is too great.

World's Dumbest Wednesdays

A weekly countdown of twenty half-witted and offbeat events caught on camera. Danny Bonaduce, Leif Garrett, Judy Gold and other stars add hilarious commentary to the most amazingly stupid, real-life videos of dumb criminals, reckless drivers and parties-gone-wild ever caught on tape.



movies

The Fighter

The inspirational, true story of two brothers who, against all the odds, come together to train for a historic title that will unite their fractured family, redeem their pasts and, at last, give their hard-luck town what it's been waiting for: pride. Starring Christian Bale and Mark Wahlberg.

Batman

Exclusive Canadian Broadcaster of *Batman Begins* and *The Dark Knight*. Directed by Christopher Nolan, starring Christian Bale.

Star Trek

A chronicle of the early days of James T. Kirk and his fellow USS Enterprise crew members. Starring Chris Pine and Zachary Quinto.

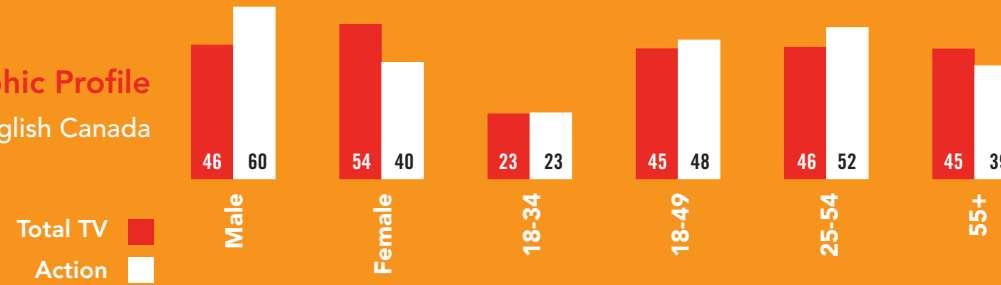
The Hangover

A Las Vegas-set comedy centered around three groomsmen who lose their about-to-be-wed buddy during their drunken misadventures, then must retrace their steps in order to find him. Starring Zach Galifianakis, Bradley Cooper and Ed Helms.



Audience Profile

Demographic Profile % of A18+ AMA, English Canada



Source: BBM Canada PPM Data, %A18+ AMA, English Canada, M-Su 2a-2a (Aug 27 – Dec 16/12)

More likely to:

- Own a large vehicle (156), service their vehicle themselves (134), have a motorcycle license (130), purchase automotive supplies/products (123), prefer full size/luxury cars (131) and love expensive sports cars (121)
- Enjoy attending sporting events (212), cultural events (130), taking in the night life (158) or visiting national/state parks (177) while traveling outside of Canada
- Use banks as their financial institution of choice (106), have a loan/line of credit (105), have non-RRSP investments (107), carry personal life insurance (111) and have homeowners/personal property insurance for a condo (149)
- Have a vacation home (111), purchased furniture (106) and window treatments (125) in the past year and made improvements to plumbing/heating/air conditioning (116) or windows/doors/insulation (106) in their home or vacation home in the past 2 years
- Own a DVD/VCR/PVR/DVR (113), use a video game system (167), watch pre-recorded movies/DVDs (125), have rented 5+ pre-recorded movies/DVDs (149) or purchased 3+ pre-recorded movies/DVDs (163) in the past 3 months and like to buy products that offer the latest in new technology (119)
- Enjoy activities such as billiards (160), entertaining at home (124), motorcycling (221), fishing (173), hunting (177), going to the museum (113), zoos/aquariums (109), nightclubs/bars (118), the movies (165), eating at quick service/fast food restaurants (143) and closely follow at least 1 sport during its season (123)
- Exercise at home (115), visit a health/fitness club (115), take part in activities as swimming (121), walking/hiking (117), badminton (119), bowling (129), golf (125), mountain biking (159) and team sports including basketball (257), baseball/softball (191), football (150), soccer (166) or volleyball (139)
- Use perfume/cologne (115) and are consumers of men's aftershave lotion (186), razors/shavers (116), shaving cream/gels (132), men's clothing (109), dress footwear (120), sports/athletic footwear (125), fine jewelry (122) including bracelets (149) and rings (154) or men's watches (160)
- To be medium/heavy consumers of chewy candies (151), chewing gum (129), chocolate/candy bars (141), potato chips (144), corn/tortilla chips & cheese snacks (147), iced tea (173), fruit drinks/punches (129), soft drinks/colas (153) and bottled water (146)
- Live in a household that purchases snack cakes (111), pudding (119), dry soups (125), condensed soups (116), ready-to-serve soups (119), canned pasta (119), flavoured pasta/noodles & sauces (113), frozen potato products (119) or frozen hot snacks (110)
- Have consumed beer (114), prepared mixed drinks with liquor (167), spirits/liquor (117), rum (124), rye/Canadian whisky (187), vodka (132), tequila (146) and believe Canadian beer is the best beer in the world (137)
- Purchase animal health products for cats and dogs (128), cat treats (150), wet cat food (196) or packaged dry cat food (138)

Source: PMB 2012 2-year readership database, English Canada, Index based on Comp% of A18-54 vs. population

Key Research Findings

- Action enjoyed growth vs Fa'11 across multiple key target groups (+19% A25-54)
- Ranked #2 among Digital networks for key Adult demos (A25-54 & A18-49)
- For Fa'12, Action ranked #18 (A25-54) among all Canadian Specialty networks
- In an average week (Fa'12), 3 million Canadians tuned in to Action (2+)
- Subscribers – approximately 3 million (Mediastats Sept'12)

Source: BBM Canada PPM Data (FA12: Aug 27-Dec 16/2012) / Total Canada A25-54 AMA (000) unless otherwise noted